

MKTG 3023 INCUBATOR 6: FUNDING A START-UP

Credit Points 10

Coordinator Carla Duarte de Jesus Dias Wadewitz (<https://directory.westernsydney.edu.au/search/name/Carla Duarte de Jesus Dias Wadewitz/>)

Description This subject investigates various funding opportunities available for startup businesses. Theoretical knowledge and real-world experiences are blended to ensure students are knowledgeable, immersed in and connected with the Australian funding ecosystem. Students finish the subject with knowledge of the different funding sources to explore on the startup journey, and an increased social capital with Australian funders.

School Business

Discipline Business and Management, Not Elsewhere Classified.

Student Contribution Band HECS Band 4 10cp

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 3 subject

Equivalent Subjects MKTG 3005

Learning Outcomes

After successful completion of this subject, students will be able to:

1. Identify the main actors in the Australian funding ecosystem.
2. Analyse the criteria and funding options for new business opportunities.
3. Apply primary research skills to explore preferred funding options.
4. Identify key lessons from successfully funded ventures.
5. Apply communication and collaboration skills in a relatable and inclusive manner for a range of audiences.
6. Apply negotiating skills and tactics.

Subject Content

1. Types of funding
2. Stages of funding
3. Business setup for funding
4. Types of investors, choosing and managing investors
5. Choosing startups to invest in
6. Ways to pitch for funds
7. Applications for funding
8. Termsheets and due diligence
9. Negotiation tactics

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

| Type | Length | Percent | Threshold | Individual/ Group Task | Mandatory |
|-----------------|------------------------------------------------|---------|-----------|------------------------|-----------|
| Applied Project | 20 min interview recording + 10 minute debrief | 40 | N | Individual | N |
| Case Study | 1000 words | 30 | N | Individual | N |
| Simulation | 30 minutes | 30 | N | Group | N |

Teaching Periods

Autumn (2025)

Parramatta City - Macquarie St

Hybrid

Subject Contact Carla Duarte de Jesus Dias Wadewitz (<https://directory.westernsydney.edu.au/search/name/Carla Duarte de Jesus Dias Wadewitz/>)

[View timetable \(https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG3023_25-AUT_PC_3#subjects\)](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG3023_25-AUT_PC_3#subjects)